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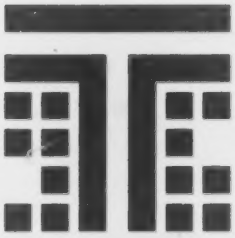
WEEKEND TRAVEL:

AMERICA'S GROWING TREND

U.S. Travel Data Center

Special Topics in Travel Marketing

WEEKEND TRAVEL: AMERICA'S GROWING TREND



U.S. TRAVEL DATA CENTER
WASHINGTON, D.C.

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Travel Industry
Association of America

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The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Dr. John D. Hunt, Chairman

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WEEKEND TRAVEL: AMERICA'S GROWING TREND
EXECUTIVE SUMMARY

U S Travel Data Center

- Three out of every ten trips taken in 1989 were weekend vacations.

- The number of weekend vacation trips jumped 28 percent from 1984 to 1989.

- In 1989, nearly half of all vacation trips were taken over a weekend.

- In 1986, two in three Americans took an average of 2.2 weekend pleasure trips and were willing to spend an average of $312 plus the cost of transportation for each trip. (7)

- Summer was the most popular season for weekend vacation travel and July was the most popular month in 1989.

- Three in ten weekend vacation trips were long weekends (four to five nights) in 1989.

- Visiting friends and relatives was the most common purpose of weekend vacation travel in 1989.

- Nearly seven in ten Americans who go away for weekends plan their trips at least two weeks in advance. (7)

- "Getting away from it all" was the most frequently cited reason for taking weekend trips in 1986. (7)

- In 1989, the automobile was the favored mode of transportation in eight out of every ten weekend trips.

- Well over half of all 1989 weekend vacation trips consisted of round-trip distances of less than 500 miles.

- The South Atlantic was by far the most popular region of destination in 1989.

- Four in ten weekend vacation trips in 1989 involved two overnight destinations.

- Visa was the most commonly used credit card on weekend vacation trips in 1989.

- Late Baby Boomers and single men who live alone were the most active weekend leisure travelers in 1987 relative to their size of the population.

- Americans over 65 were the least active weekend leisure travelers relative to their size of the population in 1987.

- The perception of declining leisure time; stress; the increase in the number of households without children; and working couples all indicate there may be an increase in weekend travel in the future.

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INTRODUCTION

Weekend Travel: America's Growing Trend focuses on weekend trips taken for vacation or pleasure purposes and examines the effect of demographic and social trends on weekend travel; the growth of weekend travel in the 1980s; characteristics of weekend trips; motivations for taking weekend trips; and the demographics of weekend travelers.

In this report, weekend travel is defined as trips taken for any purpose, lasting one to five nights which include a stay over a Saturday night. Weekend vacation trips are weekend trips considered to be a vacation trip by the respondent. Leisure weekend trips are weekend trips taken either for vacation or pleasure/personal reasons. For definitions of these and other terms, please see "Appendix B: Glossary."

Information for *Weekend Travel* was obtained from the Data Center's National Travel Survey, a monthly telephone survey, and information collected by other members of the travel industry. For a detailed list of sources, see "Appendix C: References."

I. TOTAL WEEKEND TRAVEL

OVERVIEW OF TOTAL WEEKEND TRAVEL

In the late 1980s, statistics showing the popularity of weekend travel attracted the attention of travel marketers and the press. Weekend travel is defined as travel of 100 miles or more, one way, lasting one to five nights, including a stay over a Saturday night. Weekend vacation travel is weekend travel that was also considered to be a vacation trip by the respondent.

Total weekend travel reached 582.1 million person-trips in 1989 while weekend vacation person-trips registered 431.7 million. A person-trip is counted each time one person takes a trip while a trip is counted each time one or more household members take a trip together. For example, three household members who took two trips together in 1989 would count as six person-trips and two trips. To be as consistent as possible with data supplied from other sources, this report will only use the trip/household measure.

Of the 664.3 million trips taken in 1989, 43 percent or 282.4 million were weekend trips. From 1984 to 1989, the number of weekend trips climbed 34 percent compared to a 26 percent increase for total trips. The compound growth rate of weekend travel from 1984 to 1989 was 6 percent per year. The compound growth rate provides an annual rate of growth over a specific time period. (20)

Weekend trips are taken for both business and pleasure purposes. In 1989, 16 percent of total weekend trips were taken for business reasons, 37 percent for outdoor recreation and entertainment and 41 percent to visit friends and relatives. Overall, 200.5 million were weekend vacation trips. To be as consistent as possible with other sources, this report will focus on weekend trips taken for vacation and pleasure/personal reasons. (20)

II. WEEKEND VACATION TRAVEL

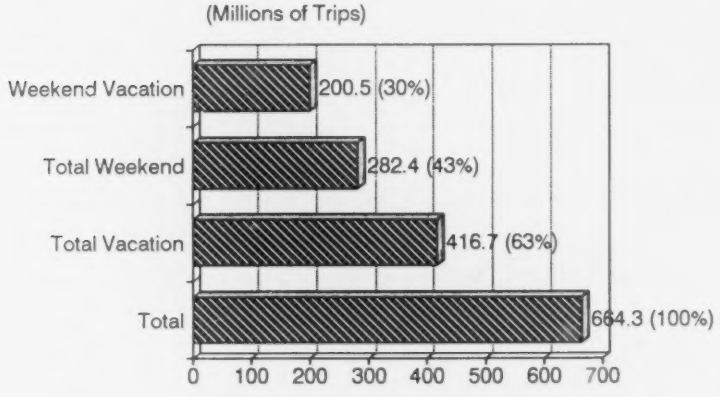
SIZE OF THE WEEKEND VACATION TRIP MARKET

Of the 282.4 million weekend trips taken in 1989, 71 percent were taken for vacation reasons. Overall, three out of every ten trips taken in 1989 were weekend vacations, resulting in 200.5 million weekend vacation trips. (20)

A Marriott study found that two in three Americans took weekend pleasure trips per year, averaging 2.2 trips each. And, these Americans were willing to spend an average of $312 plus the cost of transportation for a weekend pleasure trip in 1986. (7)

Also citing a high incidence of weekend travel, a Market Opinion Research study estimated that 85 percent of Americans took one or more long weekend vacations in 1985. (12)

Size of the Weekend Vacation Market
1989



Source: U.S. Travel Data Center's National Travel Survey

WEEKEND VACATION TRAVEL GROWTH

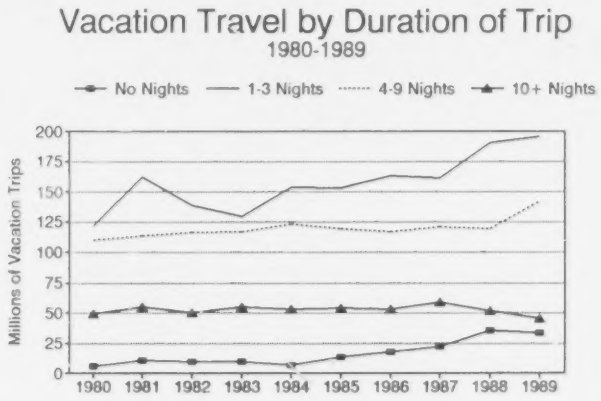
POPULARITY OF SHORT VACATIONS

As a type of short vacation trip, the future of weekend vacation travel is highly correlated to short and long vacation travel trends. According to the National Travel Survey, 55 percent of all vacation trips taken in 1989 lasted three nights or less and nearly half of all vacation trips were taken over a weekend (48 percent). (20)

A separate study conducted by Marriott Hotels and Resorts in 1986, which utilized a different methodology and definition of travel, found that 73 percent of all pleasure trips taken in a year were three days or less and that nearly 60 percent of these short trips were taken over a weekend. (7)

Some industry analysts have suggested that the trend toward shorter vacation trips has been at the expense of longer trips. However, data from the National Travel Survey show that the number of vacation trips of ten nights or more has fluctuated only slightly since 1980 and has only recently shown a decline in volume. Trends over the next few years will provide a better indication of the future of longer vacation trips.

While the volume of longer trips has not shown any dramatic change over time, daytrips and trips of two to three nights have displayed an upward growth trend in recent years. Data indicate that the increase in daytrips and short trips account for much of the moderate growth in vacation travel experienced in the 1980s. The Data Center predicts a continuation of the increase in demand for daytrips and short vacation trips. (20)



Source: U. S. Travel Data Center's National Travel Survey

FUTURE PREFERENCE

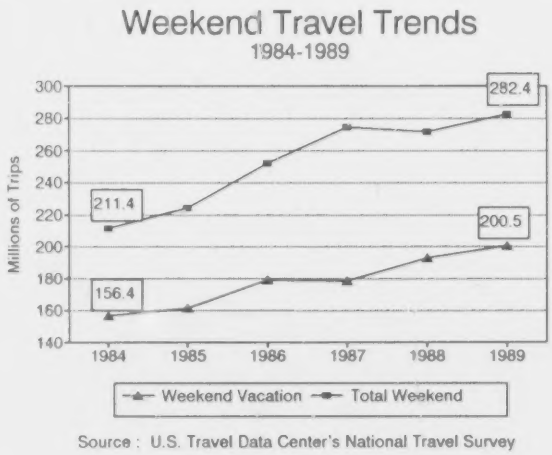
Another study on short vs. long vacations, conducted by The Daniel Yankelovich Group, found that of 200 leisure travelers surveyed, 28 percent preferred short break/weekend trips and that of 501 retail travel agency owners surveyed, 45 percent said their clients preferred short break/weekend trips. When asked about which type of trip would be

preferred five years from now, the percentage of consumers preferring short break/weekend trips dropped from 28 percent to 16 percent while the percentage of agency owners increased from 45 percent to 53 percent.

This opposing trend indicates that while consumers would like to take longer trips, other work and family commitments may keep them from taking those types of trips. As a consequence, a larger percent of consumers admit to preferring short trips in the present, but hope that their lives will change enough to allow them to take longer trips in the future. (9)

OVERALL WEEKEND VACATION GROWTH

While weekend vacation trips have not consistently increased from year to year or increased in large numbers, there has been a distinct upward trend in the number of weekend vacation trips over time. From 1984 to 1989, weekend vacations climbed 28 percent, increasing in value and importance to the total travel market. (20)



Source : U.S. Travel Data Center's National Travel Survey

Whether the volume of weekend vacation trips increases or decreases, weekend vacation travelers will continue to be a vital market to the travel industry. Weekend vacation travelers help fill the gap in demand on weekends as business travelers tend to use airlines, rental cars and hotels most during weekdays.

Table A: Growth of Trips by Type

(Millions of Trips)

			1989/84 Change	
	1984	1989	Number	Percent
Total Trips	528.2	664.3	+136.1	+26%
Total Vacation Trips	333.3	416.7	+ 83.4	+25%
Total Weekend Trips	211.4	282.4	+ 71.0	+34%
Weekend Vacation Trips	156.4	200.5	+ 44.1	+28%

Source: U.S. Travel Data Center's National Travel Survey

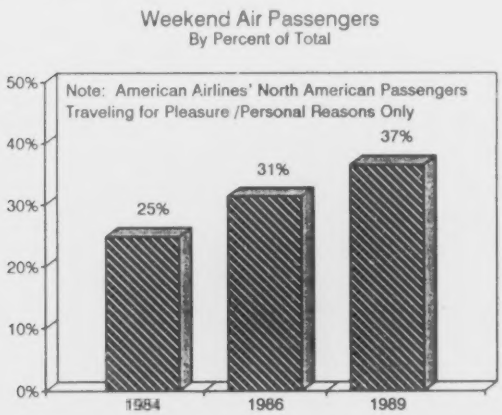
GROWTH IN INDUSTRY SECTORS

Whether or not the desire to take shorter trips existed before promotions for shorter trips, there is no question that the increase in availability and promotions of shorter-stay packages has also encouraged the growth of weekend travel. Currently, airlines offer discounts for stays over a Saturday night; hotels offer weekend escape packages; travel agencies offer membership in weekend travel clubs; and other travel suppliers now specialize in three to four-day weekend trips.

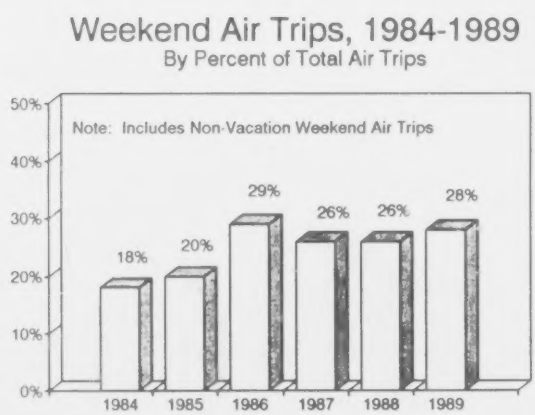
Airlines

According to the National Travel Survey, the volume of weekend air trips has almost doubled since 1984. In order to offer special fares targeted at pleasure travelers, in the mid 1980s airlines began offering discounts on air trips including a stay over a Saturday night. That discount policy encouraged the growth of weekend pleasure trips as well as business combined with vacation trips.

The most dramatic increase in percentage of air trips taken over a weekend occurred from 1985 to 1986. At that time, the percentage of air trips taken over weekends grew from 20 percent to 29 percent. (20)



Source: American Airlines Continuous In-Flight Survey



Source: U.S. Travel Data Center's National Travel Survey

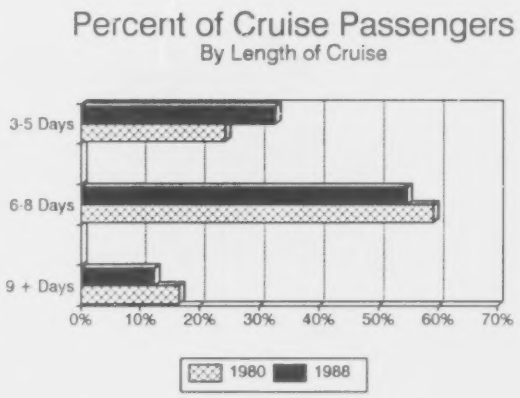
Data supplied by American Airlines also show an increase in the percentage of shorter air trips in recent years. The percentage of total American Airlines' North American passengers who traveled for pleasure/personal reasons on shorter air trips (one to six nights with a stay over Saturday night) jumped from 25 percent in 1984 to 37 percent in 1989.

Ski Resorts

In the past few years, ski resorts and other ski vacation suppliers have increased promotions for shorter stay packages due to a reduction in the demand for the traditional Saturday-to-Saturday package, according to Colorado Ski Country USA, a ski industry group based in Denver.

Cruise Lines

The cruise industry has also reacted to the demand for shorter trips by increasing the availability of cruise trips with shorter itineraries. The cruise industry's hottest growth category is the three to five-day cruise, according to Cruise Lines International Association. The market share of these short cruises grew 8.5 percentage points in 1988 compared to 1980, while cruises of other durations lost market share. The number of passengers on short cruises expanded from approximately 347,000 in 1980 to over one million in 1988. (3)



Source: Cruise Lines International Association

Lodging Industry

Hotels have been one of the most visible industry groups attempting to attract weekend travelers by promoting their weekend packages as relaxing get-aways. After enjoying high occupancy during the week, hotel executives discovered that offering leisure travelers a weekend discount enables them to fill empty rooms left behind by business travelers.

Tapping into the psychological need to "get away from it all," hotels have promoted special deals on rooms with breakfast and champagne brunches often included. Hilton's "BounceBack Weekends," Stouffer's "Breakations," Marriott's "Two for Breakfast," Omni's "City'scapes," Ramada's "SuperSaver Weekend" and Westin's "The Westin Weekend" are some examples of weekend promotions developed by the larger chains.

Smaller chains and independent hotels have also adopted weekend travel programs and Bed & Breakfast establishments are also very popular for weekend travel. Heavily dependent on weekend travel, the exponential growth of the Bed & Breakfast industry is an indicator of the strength of the weekend travel market. In 1988, there were approximately 20,000 Bed & Breakfast Inns, ranging from homes with one room to professionally run inns with four to 20 rooms, compared to only about 1,000 inns in 1980, according to the Professional Association of Innkeepers International. (5)

International Tour Operators

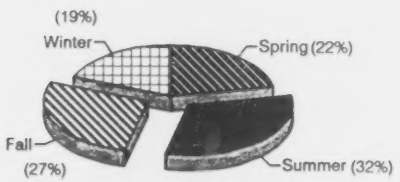
Even international tour operators have begun offering four to seven-day tours instead of the standard two-week program. New shorter tours of as few as four days to European destinations have already been included in one of the leading international tour operator's brochures. According to a European Travel Commission's study of the U.S. market, Americans traveling to Europe will be seeking shorter vacations with less lead time than in the past. (13).

WEEKEND TRIP CHARACTERISTICS

Most Popular Season and Month

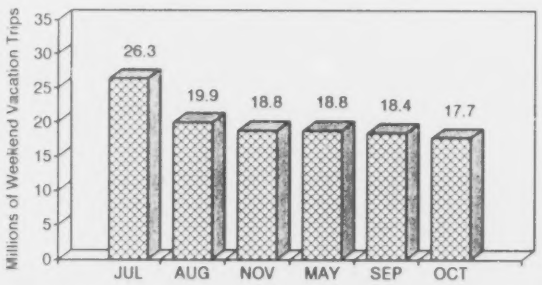
Summer and Fall were the most popular seasons for weekend vacation travel in 1989. On a monthly basis, weekend vacation travel reached its peak in July while January, February, March and April were the least popular months. (20)

Weekend Vacations by Season
1989



Source: U.S. Travel Data Center's National Travel Survey

Most Popular Months
for 1989 Weekend Vacations

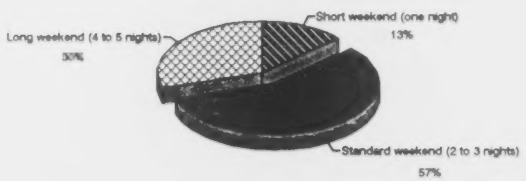


Source: U.S. Travel Data Center's National Travel Survey

Short and Long Weekend Vacations

In 1989, three in ten weekend vacation trips were long weekends (four to five nights) while 13 percent lasted only one night. The majority lasted two to three nights. (20)

Weekend Vacation Durations
1989

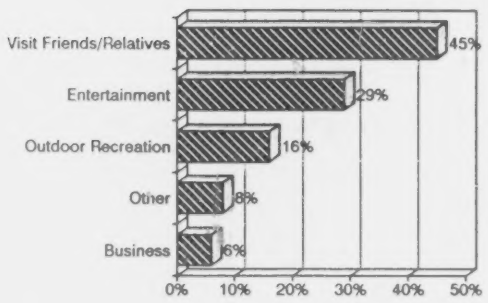


Source: U.S. Travel Data Center's National Travel Survey

Purpose of Weekend Vacations

Six percent of weekend vacation trips were also taken for business reasons. However, visiting friends and relatives was by far the most common purpose for weekend vacation trips taken in 1989, followed by entertainment and outdoor recreation. (20)

Primary Purpose of Trip by Percent of 1989 Weekend Vacation Trips



Note: Multiple Responses Accepted

Source: U.S. Travel Data Center's National Travel Survey

Weekend Get-Aways

"Getting away from it all" was the most frequently cited reason for taking weekend trips, according to a 1986 Marriott study on leisure travel. (7)

A Quality Inns International study reported that two out of every ten weekend travelers have spent a getaway weekend in their own home town. (10)

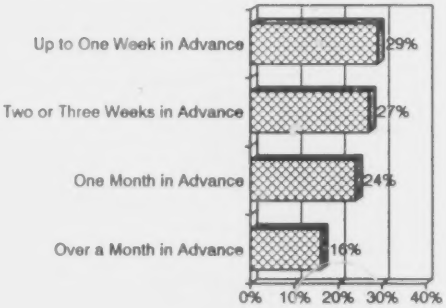
According to a Hilton survey on leisure time, the more time people spend doing chores on weekends, the greater their interest in going away to a hotel or resort for the weekend. (6)

Planning Weekend Trips

A Marriott study found that 69 percent of Americans who go away for weekends plan their trips at least two weeks or longer in advance. (7)

When making reservations for a weekend hotel trip, 47 percent of respondents said they call the hotel directly, according to a Quality Inns International study. (10)

Advance Planning of Weekend Trips



Base: 664 Pleasure Travelers

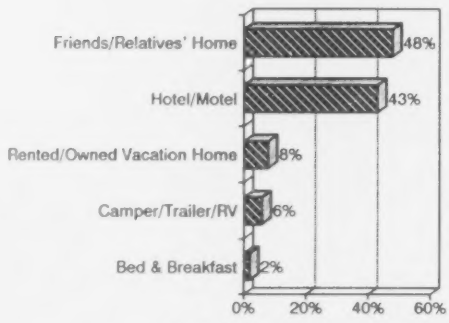
Source: Marriott Hotels & Resorts

Type of Accommodations

In 1989, 44 percent of weekend vacation trips involved a stay in a hotel while nearly half involved a stay at friends and relatives' homes, according to the National Travel Survey. (20)

A Marriott study on leisure travel found that three in ten Americans say they like hotels best for a weekend pleasure trip. Hotels are particularly popular among Americans in the upper socio-economic group while motels are more popular among those with lower incomes. (7)

Type of Accommodations by Percent of 1989 Weekend Vacation Trips



Note: Multiple Responses Accepted

Source: U.S. Travel Data Center's National Travel Survey

Selection of Overnight Accommodations

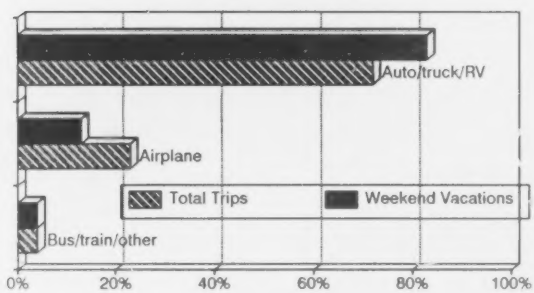
A Marriott study on leisure time suggested that five factors influence the selection of overnight accommodations on weekend pleasure trips: luxury, amenities or extras available, location or proximity of the accommodations to other activities, facilities (e.g. hotels, restaurants), as well as cost and family considerations.

According to an analysis of these segments, the largest group of weekend travelers are budget travelers (42 percent). Luxury, amenities and the location of their accommodations are unimportant to them. Members of this group are most concerned with budget and cost, but are willing to pay, on average, only slightly less than other weekend travelers. They appear to be most interested in value for the money. (7)

Transportation

In 1989, the automobile was the favorite mode of transportation in over 80 percent of all weekend vacation trips while just 13 percent were taken by airplane. (20)

Mode of Transporation by Percent of Total and Weekend Vacation Trips in 1989

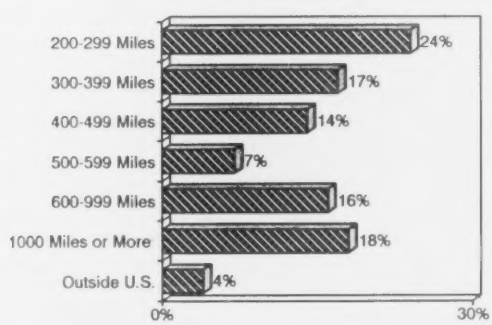


Source: U.S. Travel Data Center's National Travel Survey

Distance

Well over half of all 1989 weekend vacation trips consisted of round-trip distances of less than 500 miles. However, a significant percentage (18 percent) covered 1,000 miles or more. (20)

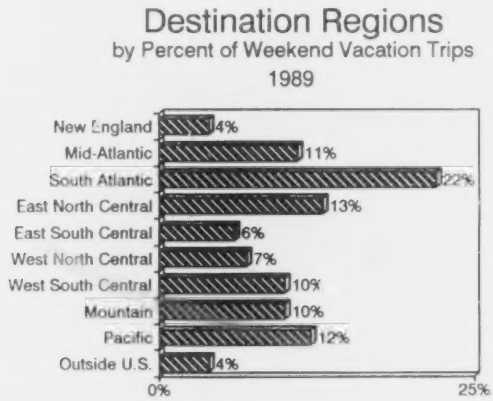
Round-Trip Distance by Percent of Weekend Vacation Trips, 1989



Source: U.S. Travel Data Center's National Travel Survey

Destination

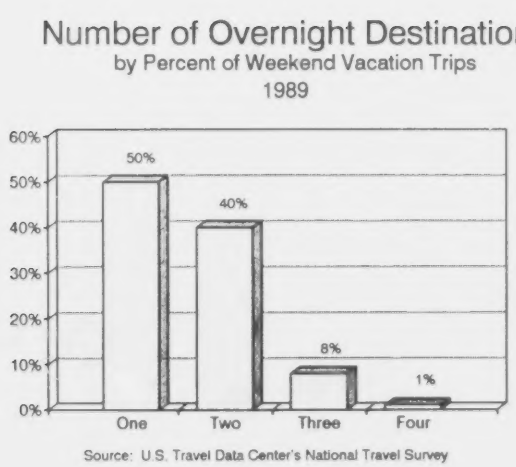
The South Atlantic census region stood out as the most popular destination region for weekend vacation trips in 1989 compared to the other regions. See "Appendix B: Glossary" for a definition the nine U.S. census regions.



Source: U.S. Travel Data Center's National Travel Survey

Number of Destinations

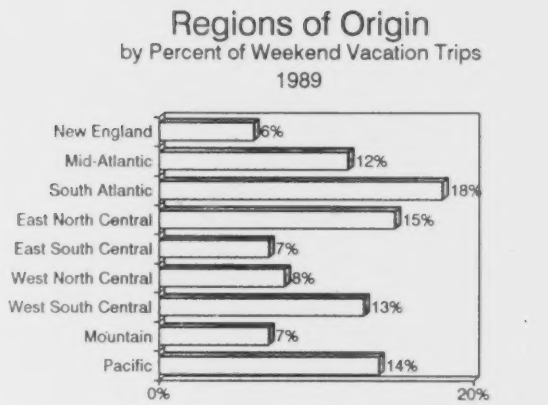
One-half of all weekend vacation trips were taken to a single destination while four in ten involved two overnight destinations. (20)



Source: U.S. Travel Data Center's National Travel Survey

Origin

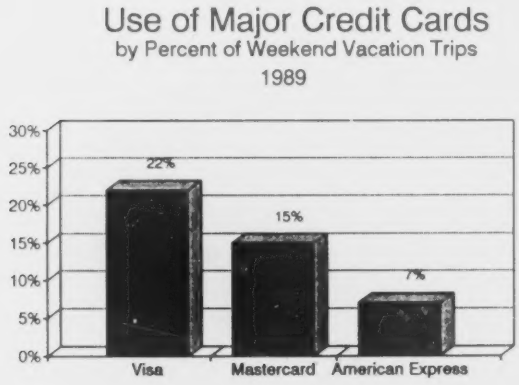
Residents from the South Atlantic, Pacific, East North Central, West South Central and Mid-Atlantic census regions took the majority of weekend vacation trips in 1989. See "Appendix B: Glossary" for a definition the nine U.S. census regions. (20)



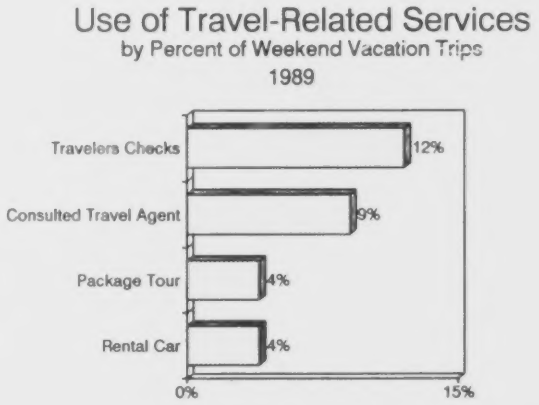
Source: U.S. Travel Data Center's National Travel Survey

Use of Travel-related Services

Visa was the most commonly used credit card on weekend vacation trips, followed by Mastercard and American Express. Travelers checks were used on 12 percent of all weekend vacation trips. (20)



Source: U.S. Travel Data Center's National Travel Survey

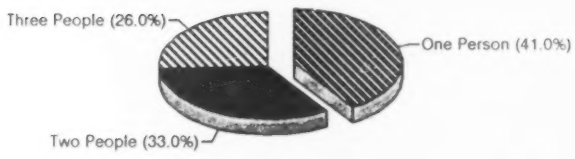


Source: U.S. Travel Data Center's National Travel Survey

Travel Party Size

Most weekend vacation trips were taken without other members of the traveler's household or with just one other household member. (20)

Travel Party Size by Percent
of 1989 Weekend Vacation Trips



Note: Travel party size refers to members of the same household traveling together on a trip.

Source: U.S. Travel Data Center's National Travel Survey

Travel with Children

The National Travel Survey showed that 22 percent of all weekend vacation trips taken in 1989 included children. (20) A special *Better Homes and Gardens*/U.S. Travel Data Center study on family vacations, also conducted in 1989, found that of families who traveled with children on their most recent weekend vacation trip, at least six in ten visited friends and relatives and/or traveled to countryside/wilderness attractions. Shopping and visiting a city were also popular activities for a majority of the respondents while on weekend trips with children.

The *Better Homes and Gardens* study indicated that those traveling with children on weekends were more concerned about available time, a place kids would enjoy, and avoiding crowds than those traveling without children. Families traveling without children were more concerned with accessibility, weather, the season, distance, activities/attractions and shopping availability than those who traveled with children. The study also concluded that family vacationers taking weekend trips usually have a much more specific purpose in mind than those taking longer trips. (2)

Summary of Trip Characteristics

Table B: Trip Characteristics by Percent of Weekend Vacation Trips, 1989

	Weekend Vacation Trips		Weekend Vacation Trips
Total (in millions)	200.5	Total (in millions)	200.5
Trip Distance		**Purpose of Trip****	
200-299 miles	24%	Visit friends/relatives	45%
300-399 miles	17%	Outdoor recreation	16%
400-599 miles	14%	Entertainment	29%
500-599 miles	7%	Other business	4%
600-999 miles	16%	Convention	2%
1,000-1,999 miles	11%	Other	8%
2,000 miles or more	7%		
Outside U.S.	4%		
Average distance (miles) (Domestic travel only)	740		
Mode of Transportation		**Census Region of Destination**	
Auto/truck/RV	83%	New England	4%
Airplane	13%	Mid-Atlantic	11%
Bus	2%	South Atlantic	22%
Train	1%	East South Central	6%
Other	1%	East North Central	13%
		West South Central	10%
		West North Central	7%
		Mountain	10%
		Pacific	12%
		Outside U.S.	4%
Trip Duration		**Travel Party Size**	
No nights	*	One	41%
One night	13%	Two	33%
2 or 3 nights	57%	Three	12%
4 to 9 nights	30%	Four	8%
10 nights or more	*	Five or more	6%
Average duration (nights)	2.8		
Type of Lodging**		**Parties without Children**	78%
Friends, relatives homes	48%	One Adult	41%
Hotel or motel	43%	Two or more Adults	37%
Bed & Breakfast	2%		
Rented cabin or condo	4%		
Owned cabin or condo	4%		
Camper, trailer of RV	6%		
Other	1%		
		Parties with Children	22%
		One Adult	4%
		Two or more Adults	18%

*Less than 0.5 percent
**Multiple Responses Accepted

Source: U.S. Travel Data Center's National Travel Survey

Summary of Demographics

Table C: Demographics by Percent of Weekend Vacation Trips, 1989

	Weekend Vacation Trips		Weekend Vacation Trips
Total (in millions)	200.5	Total (in millions)	200.5
Marital Status		**Sex**	
Married	55%	Male	51%
Single, Never Married	27%	Female	49%
Separated/Divorced	9%		
Widowed	8%		
Income*		**Age**	
Less Than $10,000	6%	18-24	17%
$10,000-$19,999	13%	25-34	28%
$20,000-$29,999	18%	35-44	20%
$30,000-$39,999	16%	45-54	13%
$40,000-$49,999	14%	55-64	11%
$50,000-$74,999	11%	65 and Over	9%
$75,000-$99,999	4%	No Answer	3%
$100,000 or More	2%		
No Answer	16%	Average	39
		Median Age	37
Education		**Occupation**	
Less Than High School	15%	Professional, Managerial	13%
High School Dipoloma	34%	Lower Level Technical	22%
College Incomplete	21%	Managerial	
College Graduate	21%	Clerical, Sales	14%
Graduate Work	9%	Blue Collar	17%
		Household Service	4%
		Retired	13%
		Unemployed	4%
		Other	2%
Household Structure		**Household Size**	
Single Adult, No Children	19%	One	19%
Single Adult, With Children	4%	Two	29%
Two or More Adults, No Children	40%	Three	22%
Two or More Adults, With Children	37%	Four	19%
		Five or More	10%
Number of Wage Earners			
None	11%		
One	39%		
Two	40%		
Three or More	10%		

*Adjusted for Non-response

Source: U.S. Travel Data Center's National Travel Survey

III. WEEKEND LEISURE TRAVELER ANALYSIS

DEMOGRAPHIC PROFILE

This special analysis on weekend leisure travelers is based on tabulations from the 1987 National Travel Survey database. The statistics used to develop this demographic analysis include weekend leisure travel only, defined as weekend trips taken for vacation or pleasure/personal reasons. For a more detailed definition of this and other terms, please see "Appendix B: Glossary."

Results of the analysis suggest that age, income and flexibility appear to be among the most important factors in determining who takes weekend leisure trips and that certain demographic groups have a stronger propensity to take weekend leisure trips than other segments. The following section divides weekend leisure travelers into two groups: (1) those taking the most weekend leisure trips and (2) those taking the most weekend leisure trips relative to their size of the population.

Demographic Groups Taking the Most Leisure Weekend Trips

Weekend leisure trips were taken most by younger people, married couples and households with no children. Sixty-eight percent of all weekend leisure trips were taken by Americans under age 45 in 1987. Over one-half (55 percent) were taken by married couples and 62 percent were taken by households with no children. See Table D. (20)

Most Active Weekend Leisure Travelers

Late Baby Boomers (age 25-34) and single men who live alone took more than their share of leisure weekend trips relative to their population size in 1987. Late Baby Boomers comprised 23 percent of all households yet they took 30 percent of all leisure weekend trips in 1987.

Early Baby Boomers (age 35-44) took slightly less than their share of leisure weekend trips in 1987. Comprising 21 percent of all households, early boomers took 19 percent of all leisure weekend trips in 1987. And doing less than expected, married couples (any age, with or without children) accounted for 58 percent of households and took 55 percent of leisure weekend trips in 1987. See Table D. (19,20)

Least Active Weekend Leisure Travelers

Americans over age 65 have a low propensity to take leisure weekend trips and accounted for only 9 percent of all leisure weekend trips taken in 1987, although they represented 21 percent of all households. One reason for their lower weekend leisure travel propensity may be that Americans over 65 have more free time during the week and do not have to accommodate nine-to-five work week schedules. Americans age 55 to 64 are also less likely to take weekend trips relative to their population size. See Table D. (19,20)

Table D: Age and Demographic Segments by Percent of Total, 1987

		Total Leisure Trips	Total Leisure Weekend Trips	U.S. Households
Total (in millions)		436.0	213.6	89.5
Baby Busters	(18-24)	17%	19%	6%*
Late Baby Boomers	(25-34)	26%	30%	23%
Early Baby Boomers	(35-44)	19%	19%	21%
WW II Babies	(45-54)	13%	12%	15%
Depression Babies	(55-64)	12%	10%	14%
WW I Babies	(65+)	12%	9%	21%
Married Couples		56%	55%	58%
Kids		25%	26%	28%
No Kids		31%	29%	30%
Other Households		24%	26%	19%
Kids		10%	12%	8%
No Kids		14%	14%	11%
Live Alone		21%	19%	23%
Male		12%	12%	9%
Female		9%	7%	14%

*Includes households headed by U.S. residents 15 to 24 years old.

Source: U.S. Travel Data Center's National Travel Survey, U.S. Bureau of the Census

DEMOGRAPHIC/SOCIAL TRENDS AFFECTING WEEKEND TRAVEL

Travel has become an integral part of the American way of life and weekend trips have enjoyed increased popularity in the 1980s along with all types of travel. In recent years, the availability of leisure time, stress, dual-career couples, the decline in households with children and other social and demographic factors have affected the travel industry and provide specific marketing opportunities. The following sections discuss important social and demographic factors and their relationship to weekend travel.

Leisure Time

While there are now more married women in the workforce and households where both parents work, recent attention to the question of whether or not Americans are facing a time crunch has caused debate among social scientists.

A diary study by the University of Maryland Survey Research Center found that Americans have as much or more free time than they did 10 or 20 years ago. For example, men age 51 and older had an average of four hours more free time per week than they did 10 years ago. The study defined free time as the time remaining after subtracting the time people spend working and commuting to work, taking care of their families, doing housework, shopping, sleeping, eating and doing other personal care activities.

However, the most important issue may not be whether there is more free time today than in the past, but which segments of the population have the free time and the consumer's **perception** of less free time. The study found that married people have less free time than single people and did not question the serious time crunch facing working parents. Also, the study discovered that both men and women, age 36 to 50, have less free time than adults older or younger. (11)

Contrary to theories that weekend trips are replacing longer vacations for busy Americans, National Travel Survey data indicate that members of the "busy" age groups of Early Baby Boomers (age 35 to 44) and World War II Babies (age 45 to 54) do not have a higher propensity to take leisure weekend trips than the total population. Early Baby Boomers and World War II Babies took 31 percent of all leisure weekend trips in 1987, but they accounted for 36 percent of all U.S. households in the same year. In addition, the "less busy" subgroups, such as unmarried men and households without children, have much higher propensities to take leisure weekend trips than their married with children peers. This suggests that people who do not have a lot of free time may not have time for frequent leisure weekend travel either. See Table D. (19,20)

Stress

Sixty-six percent of the U.S. population now live in metropolitan areas with populations of 250,000 or more and contend with the higher cost-of-living and crime rates associated with larger metropolitan areas. According to a 1986 Louis Harris Survey, stress has been cited as a mass phenomenon in American society today. The study reports that 90 percent of all American adults (158 million) say they experience high stress at least once or twice a week and 60 percent experience very high stress. (14,19)

Another Louis Harris study found that trouble relaxing was one of the top five concerns in the 1980s. That study also found that 41 percent of Americans feel pressure to do too many things. (19)

A study on weekend activities of 1,024 respondents, conducted by the Hilton Hotels Corporation, found that today's weekends are an extension of the work week and a time to catch up on chores. These types of weekends left 90 percent of the respondents feeling no more rested at the end of the week than at the beginning. (6)

Feeling pressured and no more rested at the end of a weekend can often translate into a strong need to "get away from it all." These trends indicate there may be an increase in weekend travel in the future.

No Children at Home: Flexibility and More Disposable Income

According to a Marriott study on leisure travel, well over half (56 percent) of respondents surveyed plan their weekend trips no more than three weeks in advance. An increase in the number of married couple households without children indicates that a larger number of couples are able to leave for the weekend without as much advance planning. Households without children are also more likely to have more discretionary income. (7,15)

While the number of married couple households with children slowly decreased in the 1980s, the number of households with individuals not living with spouses or other relatives (non-family households) jumped 22 percent. This trend portends well for the future of weekend travel as Americans living in households without children are more likely to take leisure weekend trips or any type of trip than those living in households with children. (15)

Single Males and Females

Why are single **males** much more likely to take weekend leisure trips than single **females**? While flexibility is an important factor in determining who takes weekend trips, income is also important. The median income of women living alone in 1987 was $10,580 while it was $16,700 for men who lived alone. In that same year, women living alone took 7 percent of all weekend leisure trips while accounting for 14 percent of all U.S. households. At the same time, men living alone took 12 percent of weekend leisure trips while accounting for 9 percent of total U.S. households. See Table D. (20,15)

Working Couples

Industry experts have suggested that with more women in the workforce, many couples face a time crunch and scheduling conflicts which make it difficult to take the traditional two-week vacation. In 1987, the "traditional" family of yesterday (husband-earner, wife-homemaker, two children under 18) made up only 5 percent of all families. In only six years, from 1980 to 1986, the number of married women who were employed increased 13 percent and the number of women working full-time increased 16 percent. These trends suggest that scheduling conflicts over vacation time may occur more often now than in the past. (19, 14)

A Wall Street Journal/NBC News poll found that 28 percent of working couples who vacationed in the past year took a shorter trip than five years earlier. According to the Journal, working couples are finding alternative ways to vacation by extending weekend trips and taking spouses along on business trips. (12)

A 1986 Marriott study on leisure travel also suggested that scheduling conflicts of two-income households may encourage those individuals to take shorter trips. This study found that 27 percent of dual-worker households said they took more weekend pleasure trips in the past year than two or three years ago compared to only 18 percent of the one-worker households. Also, 28 percent of the dual-worker households compared to 19 percent of the one-worker households, said their primary reason for taking a weekend pleasure trip was "getting away from it all." (7)

APPENDIX A
U.S. Resident Trip Volumes, 1980-1989
(Millions of Trips)

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Total	500.6	587.2	537.3	540.9	528.2	558.4	592.3	636.3	656.1	664.3
Total Vacation	289.7	344.4	314.6	307.8	333.3	339.8	354.3	366.2	396.2	416.7
Total Weekend	225.0	262.6	238.4	225.5	211.4	224.0	252.0	274.4	271.7	282.4
Weekend Vacation	137.3	162.8	138.3	97.0	156.4	161.3	178.9	178.4	192.9	200.5

Source: U.S. Travel Data Center's National Travel Survey

APPENDIX B
GLOSSARY

Family: A group of two or more persons related by birth, marriage, or adoption, who reside together.

Family Vacation Travelers: A group of two or more persons related by birth, marriage or adoption who reside together and took a vacation together.

Regions of Origin/Destination: Regional breakdowns of the U.S. are as defined by the U.S. Bureau of the Census.

New England:	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
Mid-Atlantic:	New Jersey, New York, Pennsylvania.
South Atlantic:	Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
East South Central:	Alabama, Kentucky, Mississippi, Tennessee
West South Central:	Arkansas, Louisiana, Oklahoma, Texas
East North Central:	Indiana, Illinois, Michigan, Ohio, Wisconsin
West North Central:	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
Mountain:	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific:	California, Oregon, Washington(Alaska and Hawaii as destinations only)

Trip: A trip is counted each time members of the same household travel to a place at least 100 miles, one way, away from home and returns. The following types of trips are specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

Unrelated Individuals: Persons of any age (other than institutional residents) who are not living with any relatives.

Vacation Trip: A trip that was considered to be a vacation by the respondent.

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East South Central:	Alabama, Kentucky, Mississippi, Tennessee
West South Central:	Arkansas, Louisiana, Oklahoma, Texas
East North Central:	Indiana, Illinois, Michigan, Ohio, Wisconsin
West North Central:	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
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Unrelated Individuals: Persons of any age (other than institutional residents) who are not living with any relatives.

Vacation Trip: A trip that was considered to be a vacation by the respondent.

Weekend Leisure Trip: A weekend trip that was considered to be a vacation by the respondent and/or was taken for pleasure (visit friends/relatives, outdoor recreation, entertainment) or personal (wedding, funeral, medical) reasons.

Weekend Trip: Trips of one to five nights, over 100 miles or more one way, that involve a stay over Saturday night. Does not include day trips taken on a Saturday or Sunday.

Weekend Vacation Trip: A trip that was considered to be a vacation by the respondent and lasted one to five nights and included a stay over a Saturday night.

APPENDIX C
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APPENDIX D
NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States. The sample design is a two-stage, stratified, internally replicated national probability sample using a new sample each month.

Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimate of the number of trips. Starting in 1986, data are also being collected on trips of less than 100 miles which included one or more nights spent in paid accommodations. Demographic information is collected from all 1,500 respondents each month.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection among household members. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

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